

Appln. No. 09/866,523  
Amendment dated April 3, 2006

PATENT  
Attorney Docket No. 3063/2

### AMENDMENTS TO THE CLAIMS

Please amend the claims as indicated in the below listing of claims that will replace all prior versions and listings of claims in the application.

#### Listing of Claims:

1. (original) A system for providing an interactive look-and-feel in a playing device receiving a digital broadcast, comprising:

a signal generator which generates a digital signal comprising interleaved bits of at least one of audio, video and binary data for play on a playing device, and private data;

the private data includes an event identification for said at least one of audio, video and binary data and an indication of a number of hot-spots for linking to additional at least one of audio, video and binary data, each hot-spot being linked to said additional at least one of audio, video and binary data by link data, said link data including a set of coordinates defining a location on the playing device, link event identification indicating the additional at least one of audio, video and binary data coupled to the set of coordinates, and synchronization time indicating the temporal position of the additional at least one of audio, video and binary data;

means for broadcasting said digital signals; and

a receiver which receives said digital signal at user locations and plays at least one of said audio, video and binary data on said playing device, and is adapted to selectively exercise upon a hot-spot by reading said link data and playing said additional at least one of audio, video and binary data on said playing device.

2. (new) The system of claim 1, wherein the set of coordinates defines two or more points, and wherein the receiving device comprises a processor for identifying the two or more points and positioning the hot-spot portion of the broadcasted digital signal therefrom.

3. (new) The system of claim 1, wherein the private data enables a plurality of portions of the broadcasted digital signal to be separately selectable.

4. (new) The system of claim 1, wherein the signal generator updates the link data and synchronization time on a substantially continuous basis.

5. (new) The system of claim 1, wherein the at least one of audio, video and binary data is in MPEG format, wherein the generator comprises an MPEG encoder, and wherein the receiving

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device comprises an MPEG decoder.

6. (new) The system of claim 1, wherein the synchronization time corresponds to a time code characterizing a corresponding image in the video data.

7. (new) A method for providing for an interactive look-and-feel in a playing device receiving a digital broadcast, the method comprising processing a digital signal comprising interleaved bits of at least one of audio, video and binary data for play on a playing device, and private data, the private data comprising:

an event identification for said at least one of audio, video and binary data and an indication of a number of hot-spots for linking to additional at least one of audio, video and binary data, each hot-spot being linked to said additional at least one of audio, video and binary data by link data, said link data including a set of coordinates defining a location on the playing device, link event identification indicating the additional at least one of audio, video and binary data coupled to the set of coordinates, and synchronization time indicating the temporal position of the additional at least one of audio, video and binary data.

8. (new) The method according to claim 7, wherein said processing the digital signal comprises generating the digital signal.

9. (new) The method according to claim 8, further comprising transmitting the digital signal.

10. (new) An apparatus comprising at least one processor adapted to execute the method according to claim 7, for generating the digital signal.

11. (new) The apparatus according to claim 10, further comprising a transmitter that transmits the digital signal.

12. (new) The method according to claim 7, wherein said processing the digital signal is executed after the digital signal is received as a broadcast signal.

13. (new) The method according to claim 12, further comprising:

playing at least one of said audio, video and binary data on said playing device; and  
selectively exercising upon a hot-spot by reading said link data and playing said additional at least one of audio, video and binary data on said playing device.

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14. (new) An apparatus comprising at least one processor adapted to execute the method according to claim 7, for receiving, or after receiving, or both for and after receiving, the digital signal as a broadcast signal.
15. (new) The apparatus according to claim 14, wherein the apparatus separates at least one of audio, video and binary data and the private data.
16. (new) The apparatus according to claim 15, wherein the apparatus decodes the private data.
17. (new) The apparatus according to claim 14, further comprising a display device.